

WHAT IS CLAIMED IS:

1. A method for providing promotions with recorded programs comprising:

selecting a program to record;

selecting a promotion to record; and

5 causing the program and the promotion to be recorded.

2. The method of claim 1, wherein the promotion is selected based upon the content of the program.

3. The method of claim 1 wherein the selecting of the program is based on user input.

4. The method of claim 3 wherein the user input is a selection of a specific program.

5. The method of claim 3 wherein the user input is a program designation.

6. The method of claim 1 further comprising recording both the program and the promotion on a storage unit.

7. The method of claim 6 wherein the promotion is recorded at the beginning of the program.

8. The method of claim 7, further comprising recording a flag with the promotion to indicate the beginning of the program during playback.

9. The method of claim 6 wherein the promotion is recorded at the end of the program.

10. The method of claim 6 wherein promotions are recorded at the beginning and the end of the program.

11. The method of claim 6 wherein the promotion is recorded at any desired point within the program.

12. The method of claim 1 further comprising receiving the program and the promotion.

13. The method of claim 12 further comprising receiving program guide data.

14. The method of claim 13 wherein the program, the promotion, and the program guide data are received on a single broadcast channel.

15. The method of claim 13 wherein the program, the promotion, and the program guide data are received on a plurality of broadcast channels.

16. The method of claim 13 further comprising storing the program, the promotion, and the program guide data.

17. The method of claim 16 wherein the program, the promotion, and the program guide data are stored on a storage unit.

18. The method of claim 16, wherein the program, the promotion, and the program guide data are stored on a plurality of storage units.

19. A method for providing promotions with recorded programs comprising:

selecting a program to record;

selecting a promotion;

5 causing the program to be recorded; and
causing the promotion to be presented
during a playback of the program.

20. The method of claim 19 wherein the promotion is selected based upon the content of the program.

21. The method of claim 19 wherein the selecting of the program is based on user input.

22. The method of claim 21 wherein the user input is a selection of a specific program.

23. The method of claim 21 wherein the user input is a program designation.

24. The method of claim 19 further comprising causing the promotion to be integrated at the beginning of the program.

25. The method of claim 19 further comprising causing the promotion to be integrated at the end of the program.

26. The method of claim 19 further comprising causing promotions to be integrated at the beginning and the end of the program.

27. The method of claim 19 further comprising causing the promotion to be integrated at any desired point within the program.

28. The method of claim 19 further comprising receiving the program and the promotion.

29. The method of claim 28 further comprising receiving the program guide data.

30. The method of claim 29 wherein the program and the promotion are received on a single broadcast channel.

31. The method of claim 29 wherein the program and the promotion are received on a plurality of broadcast channels.

32. The method of claim 29 further comprising storing the program, the promotion, and the program guide data.

33. The method of claim 32 wherein the program, the promotion, and the program guide data are stored on a storage unit.

34. The method of claim 32 wherein the program, the promotion, and the program guide data are stored on a plurality of storage units.

35. A system for providing promotions with recorded programs comprising:

a user input device that receives user input; and

a processor that selects a program to be recorded, selects a promotion to be recorded, and causes the program and the promotion to be recorded.

36. The system of claim 35 wherein the processor selects the promotion based upon the content of the program.

37. The system of claim 35 wherein the processor selects the program to be recorded based on the user input.

38. The system of claim 37 wherein the user input is a selection of a specific program.

39. The system of claim 37 wherein the user input is a program designation.

40. The system of claim 35 wherein the processor causes the promotion to be recorded at the beginning of the program.

41. The system of claim 40, wherein the processor causes a flag to be recorded with the promotion to indicate the beginning of the program during playback.

42. The system of claim 35 wherein the processor causes the promotion to be recorded at the end of the program.

43. The system of claim 35 wherein the processor causes promotions to be recorded at the beginning and at the end of the program.

44. The system of claim 35 wherein the processor causes the promotion to be recorded at any desired point within the program.

45. The system of claim 35 further comprising a receiver that receives signals and data.

46. The system of claim 45 wherein the receiver receives signals and data on a single broadcast channel.

47. The system of claim 45 wherein the receiver receives signals and data on a plurality of broadcast channels.

48. The system of claim 35 further comprising a storage unit that stores the program and the promotion.

49. A system for providing promotions with recording programs comprising:

a user input device that receives user input, and

5 a processor that selects a program to be recorded, selects a promotion to be recorded, causes the program to be recorded, and causes the promotion to be presented during a playback of the program.

50. The system of claim 49 wherein the processor selects the promotion based upon the content of the program.

51. The system of claim 49 wherein the processor selects the program to be recorded based on the user input.

52. The system of claim 49 wherein the processor integrates the promotion at the beginning of the program.

53. The system of claim 49 wherein the processor integrates the promotion at the end of the program.

54. The system of claim 49 wherein the processor integrates promotions at the beginning and at the end of the program.

55. The system of claim 49 wherein the processor integrates the promotion at any desired point within the program.

56. The system of claim 49 further comprising a receiver that receives signals and data.

57. The system of claim 56 wherein the receiver receives signals and data on a single broadcast channel.

58. The system of claim 56 wherein the receiver receives signals and data on a plurality of broadcast channels.

59. The system of claim 49 further comprising a storage unit that stores the program and the promotion.